

ONE MINUTE RADIO COMMERCIAL - BIKES ON BROADWAY #2 by Stephen Bowlby

1. SOUND: BIKE SHOP AMBIENCE.
2. MECHANIC: Can I help you?
3. SOUND: HORRIBLE CREEKING AND DRAGGING NOISE.
4. CUSTOMER: (A loudmouth boor.)
My bike here needs its free three-month service checkup!
(A long silent pause.)
Whataya starin' at? This is Bikes on Broadway, right?
5. MECHANIC: (Amazed.) Man, I have never seen metal do that before.
6. CUSTOMER: Yeah well the brakes ain't been workin' right, see, ever since that two-mile skid! So for a couple o' days I hadda keep runnin' into things to stop, y'know -- bushes, trees, brick walls!
7. MECHANIC: Uh...that's not what we mean by "normal wear and --"
8. CUSTOMER: Hey, like, what was I supposed to do -- stop riding?! Listen can you fix this right now I gotta get to a wedding!
9. MECHANIC: You need a new frame, buddy --
10. CUSTOMER: No sweat, frames got a lifetime guarantee, right? And a year on parts and labour --!
11. MECHANIC: Like I said, on normal wear and --
12. CUSTOMER: -- so like, this part is jammed --
13. SOUND: PING!
14. CUSTOMER: -- and this here came loose --
15. SOUND: CLANK!
16. CUSTOMER: -- and this --
17. SOUND: THE WEIRDEST NOISE YOU EVER HEARD.
18. CUSTOMER: ...that musta been from the elephant.
19. ANNOUNCER: Bikes On Broadway, just west of Fraser. Top notch warranties for all types of bikes.

③ ONE MINUTE RADIO COMMERCIAL - MYATA CYCLES by Stephen Bowlsby

1. SOUND ONLY THE TICK TOCK OF A GRANDFATHER CLOCK.
2. PATIENT: ... I was ready for the kickoff, but there was only me and this chipmunk against the entire 49ers. I woke up in a cold sweat.
3. PSYCHIATRIST: (Very reserved) I see... I am beginning to think the tranquilizers I prescribed are not appropriate for this nervous paranoia of yours. (beat) There is an alternative -- it increases your adrenaline and (slightly excited) your natural morphines. I would like you to try this --
4. SOUND: SCRIBBLING OF PEN. RIP OF PAPER.
5. PATIENT: A "my-a-ta-cycle"? Um. How does it work?
6. PSYCHIATRIST: You do the work.
7. PATIENT: Oh. Well. What kind of cycle is it?
8. PSYCHIATRIST: Racing, or mountain. Take your choice.--
9. PATIENT: -- A bicycle --?
10. PSYCHIATRIST: (His restraint loosening) -- Ride two hours a day, and lay rubber or pull wheelies every five minutes.
11. PATIENT: Gee, that -- sounds interesting.
12. PSYCHIATRIST: (Getting into the idea himself) I understand it's thrilling. Yes, quite thrilling.
13. SOUND: CHAIR PULLING OUT.
14. PSYCHIATRIST: (Inspired) Listen, why don't I take you to pick one out right now?
15. PATIENT: Sure!
16. SOUND: FOOTSTEPS.
17. PSYCHIATRIST: Now, there's three different stores --
18. SOUND: DOOR OPENS.
19. PSYCHIATRIST: Let's see, we're closest to --
20. SOUND: DOOR CLOSES.
21. TAG INSERT: (10 seconds)

④ ONE MINUTE RADIO COMMERCIAL - RICHIE BIKES by Stephen Bowlsby

1. SOUND: INDOOR CROWD HUBBUB WITH CLINKING GLASSES.
2. M.C.: Welcome to Stardust Club's fashion show evening!
3. SOUND: HUBBUB DIES DOWN AS SHOW-MUSIC STARTS.
4. M.C.: New in boating wear, here's decked-out deckhand Barry with a must for the intrepid coastal explorer --
5. SOUND: SUDDEN SCREECH OF BIKE TIRES, SURPRISE FROM THE CROWD.
6. M.C.: -- a Richie off-road bicycle.
7. SOUND: BIKE PEDALS AWAY. REPLACED BY NEW BIKE RACING UP, PLUS WOLF-WHISTLES.
8. M.C.: Heavenly body Felicia can leap from flashdancing to flash cycling on her Richie racing bike.
9. SOUND: QUICK CHANGE OF BIKES AGAIN.
10. M.C.: Moonwalker Steve has a sequinned jacket by Ruffin and his accessories include a solid titanium Gios-Torino from Richie, custom designed to 'get yourself a bike and beat it'.
11. SOUND: QUICK CHANGE OF BIKES.
12. M.C.: Cathy is a Mod this summer with light parka and matching gear, and for a twist on the scooter -- a Richie touring bike.
13. SOUND: QUICK CHANGE OF BIKES.
14. M.C.: For the Reggae set, here's Peter in semi-dreadlock and raw silk, with a Richie ten-speed for when I and I ride out of Babylon.
15. SOUND: QUICK CHANGE OF BIKES.
16. M.C.: The latest in guerrilla chic, here's Dianne in this inventive khaki outfit with matching camouflaged mountain bike. Note the heavy-duty tractor treads.
17. SOUND: QUICK CHANGE OF BIKES.
18. M.C.: Here comes our Brian Adams lookalike...
19. SOUND: FADE OUT.
20. ANNOUNCER: Be complete this summer with accessories from Richie Bicycles. Sold at _____

6

ROUGH PROTOTYPE

FOR

ONE MINUTE COMMERCIAL - WEST POINT CYCLES

by Stephen Bowlsby

for Massey Productions, Ltd.

Copyright © 1985

1. FEMALE SINGER: (Imitating the voice
of JANIS JOPLIN)
I'd like to do a song of great
political import. It goes like
this...
2. SOUND: HAND SLAPPING KNEE TO KEEP TIME.
3. FEMALE SINGER: (To the tune of "Mercedes Benz".)
Oh Lord, won't you buy me
A moun+tain bike.
My friends all ride Richies
To go on a hike.
Worked hard all my lifetime
To find what I like,
So oh Lord, won't you buy me
A mou-ou-ntain bike.
--Everybody!--
Oh Lord, won't you buy me a
Bike by Miyata,
From West Point Cycles
At Tenth and A-a-lma.
I wait for delivery
With my racing hat on,
So oh Lord, won't you buy me a
Bike... by... Mi-ya-a-ata...!
(Beat.)
That's it. Heheheheh...